



# oranges

**THIS CITRUS FRUIT RETAINED** its spot as the No. 5 fruit in the Fresh Trends survey. More than half of all consumers said they purchased oranges in the past year.

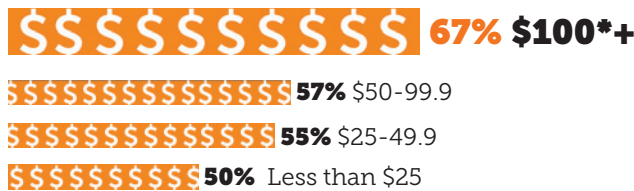
It's no surprise that the presence of children affected orange purchases this year. Families with kids living at home were more likely to buy the citrus, at 58%, than those without kids, at 55%.

The likelihood of an orange purchase increased according to income for the eighth straight year. Shoppers in the Midwest were less likely to buy the fruit than those in other regions. Asian consumers and those in the "all other" ethnic group were the least likely to buy oranges overall.

When it came to organic purchases, 27% of shoppers said they bought organic oranges at least some of the time (25% said so last year). Eleven percent said they always bought organic fruit. 🍊

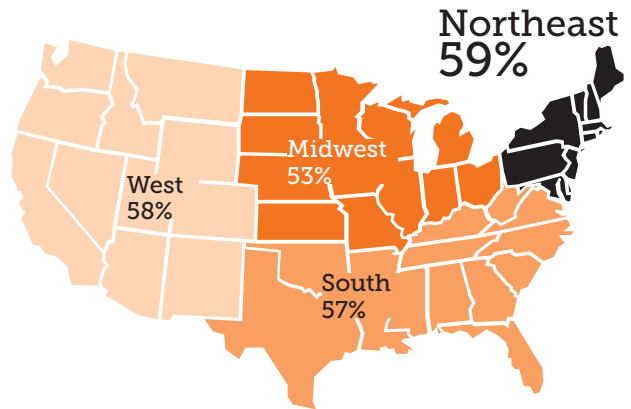
**56%** of customers purchased oranges within the past 12 months

Likelihood of purchase based on household income

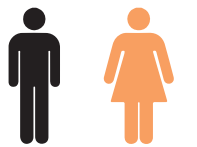


\*Figures in thousands; Annual household income

Likelihood of purchase based on region

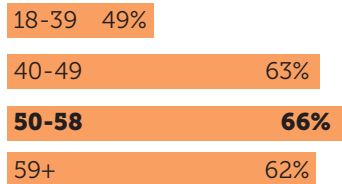


Likelihood of purchase based on gender



**53%** **61%**

Likelihood of purchase based on age\*



\*Considering primary household buyers

Likelihood of purchase based on ethnicity

<b>White/Caucasian</b> .....	<b>59%</b>
Hispanic.....	56%
Black/African American.....	52%
Asian.....	46%
Other.....	42%

Likelihood of purchase based on presence of children

Have kids	58%
1 kid	53%
2 kids	59%
<b>3 or more kids</b>	<b>70%</b>
No kids	55%

Types of produce purchased (among those who bought this item)

